

GIFFORDS IMPACT NETWORK

THE ISSUE

Gun safety is an everyday issue in America, and it hasn't stopped during the COVID-19 pandemic—it's gotten worse, especially for victims of domestic abuse, those at risk for suicide, and children exposed guns stored unsafely during shelter in place. As with COVID-19 and unconstitutional policing, Black Americans are disproportionately impacted by gun violence due to national, widespread systemic racism. The need to make our communities safer is increasingly present in our conversations with colleagues, neighbors and friends. Your employees and consumers are wondering what they can do, and how you're going to help.

WHAT IS THE GIFFORDS IMPACT NETWORK?

Giffords founder former Congresswoman Gabby Giffords is a respected leader among gun safety advocates and a trusted ally in Washington, known as a political moderate and recognized for her steadfast bipartisanship and courageous perseverance. Giffords reflects Gabby's values and ability to convene powerful voices for change, and Americans rely on us for solutions now more than ever. In order to build on the progress we've made since launching in 2013, corporate partnerships on gun safety are critical—to invest financially so Giffords and our allies can continue to go toe-to-toe with the gun lobby; channel brand power into high-profile advocacy; and change the conversation in workplaces and homes across America, creating the space for the reforms that will keep communities safe. Private sector leadership has been a major driver of progress in recent years as companies bring their resources to bear in a way that nonprofits and governments can't, and it's now more important than ever to keep growing the movement.

That's why we're launching the Giffords Impact Network, a unique partnership program that allows your company to invest in our mission while signaling your values, inspiring employee pride, learning to be better advocates from Giffords experts and your peers, and displaying your commitment to reducing gun violence in the communities you call home. We're asking Founding Partners to make a financial investment in our work annually, and participate in the Impact Network communications, advocacy opportunities, and member convenings that are the best fit for you.

WHY BECOME A FOUNDING PARTNER?

Employee Retention

Corporate advocacy on gun safety is a key priority for many employees, particularly Millennials and Gen Z. For example, 73% of young people feel gun laws should be stronger, and gun safety is among the top three issues that young people are passionate about. Partnering with Giffords to engage your employees in the fight for gun safety will signal your values and help attract and retain the next generation of leaders, meeting the expectation of a majority of American consumers that you're committed to making progress on gun safety and not sitting on the sidelines.



Your Bottom Line

Polling shows that corporate advocacy on gun safety increases company favorability among consumers. It's clear why: common sense gun reforms to keep Americans safe are supported by the vast majority of Americans. More than 90% of Americans support background checks for all gun sales, and nearly seven in ten would feel more favorable toward a company whose CEO advocates for universal background checks. Gun safety also prevents loss. Every year, gun violence costs the American economy \$229 billion, an economic toll that is often overlooked. This includes healthcare expenses and costs to employers, further exacerbating the devastating impact of this epidemic on state and local economies. Ensuring progress helps your bottom line, as well as the communities where you do business.

Network of Peers

Learn from the experience of other Giffords Impact Network Partners to ensure your social impact investments complement your company brand and values, resulting in the most positive impact possible with consumers and employees. This community will be a unique space where facilitated and organic conversations with an elite group of business leaders allows you to collaborate and share best practices as needed. You'll be taking a stand within a high-profile, respected and credible corporate advocacy movement alongside a strong cohort.

Tailored Advocacy Support

Unlike on issues like climate change and LGBTQ rights where companies have Chief Sustainability Officers to green supply chains and HR departments to write new diversity and inclusion policies, companies often lack opportunities and internal capacity to take action on gun safety. Without similar expertise, it's hard to find and vet opportunities for employee engagement and corporate policies that align with a company's unique capabilities, needs, and values. The Giffords Impact Network will mimic that internal capacity and make it easier for your company and your employees to engage by leveraging Giffords' resources, relationships, and expertise. Every company is unique, and Giffords will be a trusted partner in designing a strategy that fits your needs and messaging that reflects your company's values, brand, and relationships.

ABOUT GIFFORDS: COURAGE TO FIGHT GUN VIOLENCE

For more than 15 years, Gabby Giffords has been a dedicated public servant. Originally a registered Republican and later elected as a Democrat, Gabby was elected to the Arizona House of Representatives in 2000, and then represented the 8th District of Arizona in the U.S. Congress from 2006 to 2012. Gabby survived a shooting while meeting with her constituents on January 8, 2011, sustaining critical brain injuries and embarking on a courageous rehabilitation journey. She founded Giffords in 2013 with her husband, Navy combat veteran and retired NASA astronaut Captain Mark Kelly, and dedicated former staff.

Giffords is now a formidable leader in the gun violence prevention movement, empowering over one million members to advocate for stronger, safer gun laws. Since our founding, Giffords has helped pass over 300 strong gun safety bills in 45 states and Washington, DC. From Capitol Hill and state capitals, to courtrooms and campaigns, we're leading a groundswell of support for a safer, more hopeful future. It's working: Since 2018, 32 states passed over 110 gun safety laws, including those that strengthened background checks, banned bump stocks, and closed domestic violence loopholes.

Thank you for your interest in becoming a Founding Partner of the Giffords Impact Network and helping to grow the gun violence prevention movement. A safer America is possible. For more information, please contact our team at development@giffords.org